

corresponding to each of the identification codes;

receiving a telephone call from a user including one of the identification codes;

identifying the received telephone number from the telephone call;

retrieving the user address from the first database by comparing the received telephone number with the stored telephone numbers;

retrieving the product information corresponding to the received identification code;

addressing the electronic message according to the retrieved address; and

sending at least a portion of the retrieved product information via the electronic message, wherein the first and second databases are used to create the electronic message.

47. (Amended) A system for addressing an electronic message, comprising:

a first database containing stored telephone numbers and user information corresponding to each of the stored telephone numbers;

a second database containing identification codes and addressing information corresponding to each of the identification codes;

a receiver for accepting a telephone call from a user including one of the identification codes;

an ANI for identifying the received telephone number from the telephone call;

a processor; and

wherein the first and second databases are used to create the electronic message and the processor retrieves the user information from the first database by comparing the received telephone number with the stored telephone numbers, retrieves the addressing information

corresponding to the received identification code, addresses the electronic message according to the retrieved addressing information, and sends at least a portion of the retrieved user information via the electronic message.

56. (Amended) A method of addressing an electronic message, comprising the steps of:

providing a first database containing stored telephone numbers and corresponding payment instructions and user addresses;

providing a second database containing identification codes and addressing information corresponding to each of the identification codes;

receiving a telephone call from a user including one of the identification codes;

identifying the received telephone number from the telephone call using an ANI;

retrieving the user information from the first database by comparing the received telephone number with the stored telephone numbers;

retrieving the addressing information corresponding to the received identification code;

addressing the electronic message according to the retrieved addressing information; and

sending the payment instructions via the electronic message, wherein the first and second databases are used to create the electronic message.

57. (Amended) A method of purchasing a product, comprising the steps of:

providing a first database containing stored telephone numbers and user information corresponding to each of the stored telephone numbers;

providing a second database containing identification codes and product information

corresponding to each of the identification codes;

receiving a telephone call from a user including one of the identification codes;

identifying the received telephone number from the telephone call;

retrieving the user information from the first database by comparing the received  
telephone number with the stored telephone numbers;

retrieving the product information corresponding to the received identification code; and

purchasing the product based upon the user information retrieved from the first database  
and the product information retrieved from the second database, wherein the first and second  
databases are used to create the electronic message.